

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 06633 091459Z

61

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W

----- 011111

R 091408Z OCT 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 6032

INFO AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

UNCLAS JIDDA 6633

E.O. 11652: N/A

TAGS: BEXP, XF

SUBJ: FY-78 USDOC/CAGNE TRADE PROMOTION SCHEDULE: PROCESS

CONTROLS MISSION CHANGE TO SALES SEMINAR

REF: STATE 248316

1. CONSIDERING WEAK ATTENDANCE OF 48 FIRST DAY AND 20
SECOND DAY AT SEMINAR SESSIONS RECENTLY EXPERIENCED HERE
WITH HIGHLY SIGNIFICANT TOPIC - PORT DEVELOPMENT - EMBASSY FEELS
THAT LACK OF MARKET SOPHISTICATION ON PART OF LOCAL BUSINESS-
MEN WOULD RESULT IN WASTE OF TIME FOR PARTICIPANTS IN SUBJECT.
SO FAR AS SAUDI ARABIA IS CONCERNED, A TWO OR THREE HOUR
PRESENTATION IN THE EVENING OR LATE AFTERNOON IN EMBASSY AUDI-
TORIUM OR LOCAL CHAMBER OF COMMERCE HALL WOULD SUFFICE FOR
SEMINAR PRESENTATIONS, WITH REST OF TIME DEVOTED TO BUSINESS
VISITS AS ON TRADE MISSIONS.

2. EVENT SHOULD NOT BE SCHEDULED LATER THAN OCTOBER 24,
1977 TO AVOID HAJ PERIOD WHICH BEGINS 11 DAYS EARLIER IN 1977.

3. SAUDI SEGMENTS SHOULD COVER DHAHRAN (2 DAYS), RIYADH
(1 DAY) AND JIDDA (2 DAYS).

4. WE EMPHASIZE THAT PRESENTATIONS MUST BE IN ARABIC, AT LEAST
WRITTEN COPIES AND BROCHURES SHOULD BE PREPARED WELL IN ADVANCE,
ALSO IN ARABIC AS WELL AS ENGLISH. LACK OF THIS FEATURE RESULTED
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IN DESULTORY Q AND A SESSIONS.

HORAN

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NNN

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